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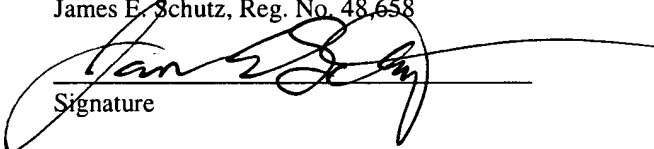
PATENTS
CUSTOMER NO. 006980

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF)	EXAMINER: J. Golinkoff
Tal Cohen, et al.)	
)	
APPLICATION SERIAL NO.)	GROUP ART UNIT: 2174
10/005,182)	
FILED: December 5, 2001)	
)	
TITLE: GRAPHICAL USER INTERFACE)	ATTY. DOCKET NO.
AND WEB SITE EVALUATION)	COHEN2
TOOL FOR CUSTOMIZING WEB)	
SITES)	

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on October 15, 2004.

James E. Schutz, Reg. No. 48,658


Signature

AMENDMENT AND RESPONSE TO FIRST OFFICIAL ACTION

Commissioner for Patents
Mail Stop Amendment
P.O. Box 1450
Alexandria, VA 22313

Dear Sir:

This submission is in response to the Official Action (Paper No. 1) mailed by the U.S. Patent and Trademark Office on June 15, 2004. As of this Official Action, pending claims 1-2 stand rejected. In response to this Official Action, it is respectfully requested that the Office consider the following amendments and remarks regarding the above-referenced application.

10/20/2004 FFANAI2 00000003 201507 10005182

01 FC:2201 176.00 DA
02 FC:2202 450.00 DA